

Listing of Claims

1 1. - 25. (cancelled)

2 26. (new) A signage system for a traffic area, the traffic
3 area comprising visually-identifiable boundary markers for defining
4 parking spaces, the signage system comprising
5 sign means on parking space lines comprising the
boundary markers,

6 the sign means visually viewable by an occupant of
7 a vehicle adjacent the boundary markers in a parking space
8 defined by the boundary markers.

1 27. (new) The signage system of claim 26 wherein the sign
2 means includes signage from the group consisting of logo,
3 trademark, service mark, trade name, brand message, phone number,
4 symbols, advertising, internet website address, geographic
5 directions, and radio station setting.

1 28. (new) The signage system of claim 26 further comprising
2 interaction apparatus at the traffic area for
3 providing interactive communication between a person at the
4 traffic area and a person remote from the traffic area.

1 29. (new) The signage system of claim 28 further comprising
2 remote control apparatus for selectively activating
3 the interaction apparatus.

1 30. (new) The signage system of claim 28 wherein the
2 interaction apparatus is electrically powered and the signage
3 system further comprises

4 solar power means for providing electrical power to
5 the interaction apparatus.

1 31. (new) The signage system of claim 26 wherein the traffic
2 area is a parking lot.

1 32. (new) The signage system of claim 26 wherein the traffic
2 area is a roadway.

1 33. (new) The signage system of claim 26 wherein the sign
2 means includes traffic marking tape which has thereon or therein
3 information indicia.

1 34. (new) The signage system of claim 26 wherein the traffic

2 area includes pavement and the sign means is applied to the
3 pavement.

1 35. (new) The signage system of claim 34 wherein the sign
2 means includes at least one electronic display apparatus for
3 presenting information to a person at the traffic area.

1 36. (new) The signage system of claim 35 wherein the at least
2 one electronic display apparatus is from the group consisting of
3 screen, panel, flat screen, back-lit panel, back-lit screen, and
4 video monitor.

1 37. (new) The signage system of claim 35 further comprising
2 switch apparatus interconnected with the at least
3 one electronic display for selective activation of the at
4 least one electronic display.

1 38. (new) The signage system of claim 35 further comprising
2 remote control apparatus for selectively activating
3 the at least one electronic display.

1 39. (new) The signage system of claim 35 wherein the at least
2 one electronic display presents a static image.

1 40. (new) The signage system of claim 35 wherein the at least
2 one electronic display presents a series of images presented
3 sequentially.

1 41. (new) The signage system of claim 35 wherein the at least
2 one electronic display presents a series of moving images.

1 42. (new) The signage system of claim 35 wherein the at least
2 one electronic display is electrically powered and the signage
3 system further comprises

4 solar power means for providing electrical power to
5 the at least one electronic display.

1 43. (new) The signage system of claim 26 wherein the traffic
2 area has at least one curb at an edge thereof.

1 44. (new) The signage system of claim 26 further comprising
2 camera means at the traffic area.

3 45. (new) A signage system for a traffic area, the traffic
4 area comprising visually-identifiable boundary markers, the signage
5 system comprising

sign means on parking space lines comprising boundary markers for defining parking spaces,

the sign means visually viewable by a person adjacent the boundary markers in a parking space defined by the boundary markers,

interaction apparatus at the parking area for providing communication between a vehicle occupant at the traffic area and a person remote from the traffic area,

wherein the traffic area is from the group consisting of parking lot and roadway,

wherein the traffic area includes pavement and the sign means is applied to the pavement,

wherein the sign means includes at least one electronic display apparatus for presenting information to a person at the traffic area, and wherein the at least one electronic display apparatus is from the group consisting of screen, panel, flat screen, back-lit panel, back-lit screen, and video monitor.

46. (new) A signage system for a traffic area, the traffic area having visually-identifiable curbing, the signage system comprising

a traffic area,

curbing at the traffic area, the curbing comprising visually-identifiable curbing,

sign means in the curbing,

the sign means visually viewable by an occupant of a vehicle adjacent the curbing,

at least one electronic display apparatus for presenting information to a person at the traffic area, and

the at least one electronic display apparatus is from the group consisting of screen, panel, flat screen, back-lit panel, back-lit screen, and video monitor.